

Message Text

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PAGE 01 SAPPOR 00106 130100Z

ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 W
-----097556 140653Z /21

R 130030Z SEP 78

FM AMCONSUL SAPPORO

TO SECSTATE WASHDC 559

INFO AMEMBASSY TOKYO

UNCLAS SAPPORO 0106

E.O. 11652: N/A

TAGS: DEXP JA

SUBJECT: PROPOSED NEW HAMPSHIRE IOGA TRADE MISSION

REF: STATE 223654

1. REFTEL INFORMED POST OF PROPOSED NEW HAMPSHIRE IOGA TRADE MISSION TO JAPAN INCLUDING APPAREL, GENERAL INDUSTRIAL EQUIPMENT, COMPUTER PERIPHERAL EQUIPMENT AND ELECTRONIC COMPONENTS.

2. IN GENERAL, POST BELIEVES THAT CONSULAR DISTRICT OFFERS A GOOD MARKET FOR US APPAREL. PRODUCTS OF ALL MAJOR US MANUFACTURES, MANY IMPORTED THROUGH TOKYO, ARE NOW SOLD IN THE DISTRICT, BUT COMPETITION FROM EUROPEAN AND ASIAN PRODUCTS IS SEVERE. HOWEVER, THE LOCAL MARKET IS LARGE AND FLEXIBLE ENOUGH TO ALLOW SOME NEW ENTRANTS, ESPECIALLY THOSE WITH NEW TO MARKET ITEMS. POST COULD INTRODUCE APPAREL SEGMENT OF PROPOSED MISSION TO LOCAL WHOLESALERS AND RETAILERS. POST REQUESTS MORE INFORMATION ON PRODUCT COMPOSITION.

3. POST CANNOT RECOMMEND THAT THE GENERAL INDUSTRIAL EQUIPMENT SEGMENT OF THE PROPOSED MISSION VISIT CONSULAR DISTRICT WITHOUT MORE INFORMATION ON PRODUCT COMPOSITION. THERE ARE SOME LOCAL POSSIBILITIES FOR TOOL AND DYE
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PAGE 02 SAPPOR 00106 130100Z

MACHINERY MANUFACTURERS.

4. POST DOES NOT FEEL THAT COMPUTER PERIPHERAL AND ELECTRONIC COMPONENTS MARKETS IN CONSULAR DISTRICT JUSTIFY THOSE SEGMENTS OF THE MISSION VISITING SAPPORO. THE REGIONAL MARKETS FOR THESE ITEMS ARE NOT LARGE AND THE COMPETITION IS SEVERE. ALL MAJOR AMERICAN

PRODUCERS OF COMPUTER PERIPHERALS AND ELECTRONIC COMPONENTS ARE ALREADY REPRESENTED IN THE AREA BY TOKYO BASED FIRMS. LOCAL END-USERS CONTACTED BY THE CONSULATE SHOWED LITTLE INTEREST IN DIRECT IMPORTS OF COMPUTER PERIPHERALS DUE TO FEARS OF MAINTENANCE PROBLEMS.

5. PROPOSED TIMING OF TRADE MISSION PRESENTS NO PROBLEMS FOR POST.
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Message Attributes

Automatic Decaptioning: X
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